

# Recover

COMPENSATE NETWORK

A guide to marketing the Recover Network

This document is a guide to helping any firm who wishes to promote the Recover Compensate Network online. As a member of the network we are happy for you to use the Recover branding to promote personal injury services on your website or through social media channels.



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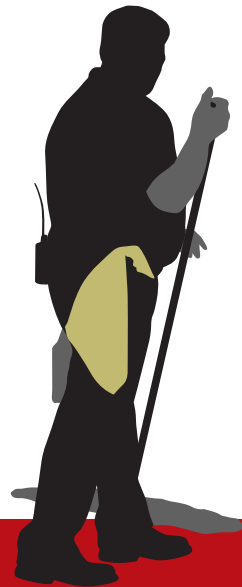
## Why promote Recover to your clients?

If you agree that Recover helps your clients access specialist legal help beyond the core services of your own law firm, then raising awareness of such enhanced legal support is the next key step and arguably in the best interest for all.

It demonstrates that you have your client's best interests at heart by accepting personal injury law isn't part of your core legal services while still putting you in the valued position of providing your clients with solutions, meaning you can still be the voice of reassurance that they are in capable hands and a positive catalyst at the start of their legal journey.

Engaging with the steps in this guidebook can help you explain the relationship between yourself, Recover and Digby Brown Solicitors in a clear, consistent and compliant way. This ensures you maintain your credibility without compromising your individuality - not to mention benefiting from the clout and exposure that comes from aligning yourself with a well-known national legal brand.

If nothing else, it is a fresh message that you can talk to clients about and a timely reminder of other services which they may need.



## Digital marketing and your firm

Recover is designed as a proactive approach to the changes we've experienced in the legal sector and how we interact with clients. As more of our communications move online, we've created a new digital approach to marketing Recover.

In this pack, you'll have access to our newly updated branding – including the Digby Brown and Recover logos, suggested content and style of how you can promote The Recover Compensate Network across your digital channels.



## The Recover name and tone of voice

As explained, the name Recover was chosen because of three elements: the recovery from injury (even though we totally accept that many people will not fully recover and in tragic circumstance never); recover is about the fair compensation paid for the negligence act; and lastly the third party involvement where you pass on the referral and they are covered, but admit that is maybe a bit tenuous!

Nevertheless, Recover is about helping someone who has sought out a known legal professional advisor and they in turn point that person in their moment of need to a reliable expert who can help them. The tone of voice we always use in our marketing is empathy and professionalism. Recover is about reassuring the client that they have found the right place and you/we can help.

## Logo and imagery assets

We've compiled all our Recover branded assets and revised the Digby Brown logo. You can use the link below to access our logos if you include Recover in your marketing. We understand that you may not wish to promote Digby Brown branding on the front line of your website and instead simply refer to it in the text as the firm who runs the Recover Compensate Network. However you choose to notify, market or raise awareness of Recover, we just want to make sure you've got all the guidance and materials needed to help make it so.

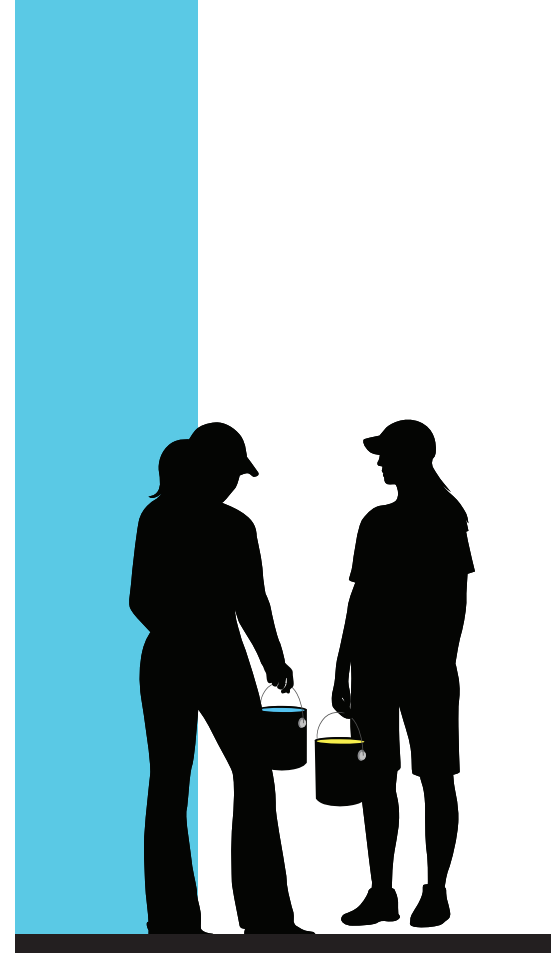
## Website guidance

We highly recommend that you place some information on your website about Recover including using the Recover logo. It is recommended that you explain what Recover is and why you as a firm are choosing to refer the client to Digby Brown through the Recover Network.

To help, we've provided a copy template below - this is simply a style guide so please feel free to amend or adapt it into your own words. Sadly we cannot provide you with exact texts to place on your website as Google penalises any duplicate content it finds across the web so therefore you should as far as possible put into your own style. You can also use both the Recover and Digby Brown logo in your web page design. We encourage your organic search optimisation of personal injury using the Recover brand.

## Paid activity

Because Recover is a network please do not use its name if you are promoting personal injury services across any paid digital network. This would cause conflicts with other law firms in the network and Digby Brown itself. This includes Google Adwords, Bing, Facebook and any other display platforms. If in doubt, contact us.



[Click here to download Recover logo](#)

## **Suggested text for your website**

*“XXX Law firm is part of the Recover Compensate Network. This is a Network set up to give our clients access to expert legal advice in matters involving personal injury compensation. Not only is personal injury litigation a complicated area of law, it has many aspects to it from road traffic claims, though industrial diseases form the past like asbestosis to clinical negligence. The main reason for being part of the network however is the ability to fund cases. No win no fee may sound glib but it is the most sensible way to fund a personal injury case. Effectively the case is fully funded and you pay an agreed percentage of the compensation you are awarded at successful conclusion. It also removes any risk of a huge bill should the case fail. The Recover network in reality means we will pass your case to Digby Brown Solicitors who specialise in this type of work – in fact they do nothing else.*

*Recover ensures you remain our client. You'll have access to the support of a Digby Brown solicitor, and we can be, with your permission, involved at each milestone of your case, if you have any questions.*

### **Recover client web page**

We've included a URL link to our newly created client-facing Recover web page. This page explains what Recover is, why Digby Brown offers this service to other law firms and how it works. You can add this link to anywhere you decide to promote Recover. For any clients you refer to us, you can send them this link so they understand more about the referral process and what it means for their case.

[www.digbybrown.co.uk/referring-a-case/why-your-case-matters](http://www.digbybrown.co.uk/referring-a-case/why-your-case-matters)



## Social media guidance

Organic social media is a powerful brand-building tool to help promote your business, drive traffic to your website and showcase your expertise in your legal services you offer.

Social media is an ideal vehicle to showcase new offerings for your firm. We suggest Recover content highlights your personal injury service and your firm's continuous development working in partnership with Digby Brown. We will be delighted to help with any social media campaign which highlights the Recover service – a simple tweet for example to say that you are a member of the Recover Network.

You can tag us in any posts regarding networking events or CPD activities you attend surrounding Recover.

Adding hashtags to your posts is a great way to increase your audience reach. They're used to categorise or label content and make it more discoverable. We suggest keeping it simple and not overdoing it; for example, using your location to boost your content to your local area or the law area you practice in.

You don't need to have an account on each platform listed above. Whatever works best for you and your audience. If you don't wish to create posts regarding the network, then an alternative would be to share/retweet any content we post from the Digby Brown platforms.

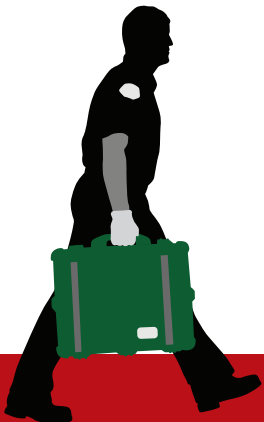
### Digby Brown's digital handles:

**Twitter:** @DigbyBrownLLP

**LinkedIn:** Digby Brown Solicitors

**Facebook:** DigbyBrownSolicitors

**Instagram:** @digbybrowsolicitors



## Client guidance

Client care is of the utmost importance to the Network, so we'll never disclose any personal details or case information about a client online unless they have expressed their consent.

Depending on the case, we may ask clients to participate in a case study regarding their accident, claim, and outcome. In this circumstance, we may ask you, the referring solicitor for input. We can also share the client story with you to include on our website (if your client grants permission).

## Online best practice

We've suggested five simple ways to build your local reputation and boost your services online to support your online development.

- **Optimise your Google MyBusiness listing**
- **Monitor your online reviews**
- **Optimise web content to improve online visibility**
- **Use social media to build relationships**
- **Track your progress**



**refer@digbybrown.co.uk**



## Contact us

Digby Brown Solicitors has seven offices across Scotland - if you would like to speak to a local contact about the merits of a case or just touch base please note the names and contact details below:

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because it matters...